



The ballpark figure: \$41 million

Baseball's price tag again is higher for radio-TV; early sponsorship sellouts brighten everybody's picture

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Despite a lagging economy, the price tag that baseball's major leagues will get from broadcasting for 1972 coverage will inch up to \$41,185,000—a respectable \$734,000 more than the bill for 1971.

The 1972 rights price breaks down to:

- \$23,185,000 to the 24 major league clubs (With the National League West by far commanding the largest portion).
- \$18 million to the major leagues from NBC-TV under a new four-year contract.

But even more encouraging to those concerned with the business of radio and television are the many upbeat reports on advertisers who gobbled up availabilities for the coming season.

Prime examples are three clubs, all non-winners in their divisions, who were

sold out as early as last December: the New York Mets, California Angels and Chicago Cubs.

Only the new Texas Rangers and Kansas City Royals are a bit slow in firming broadcast plans for 1972. The Rangers, who switched from Washington last fall, appear to be involved in the time-consuming mechanics of plowing a new territory for station line-ups and sponsors. However, Broadcast Coordinating Corp., a subsidiary of Tracy-Locke Inc., Dallas, which is handling the Rangers' broadcasting fortunes, is confident it would have a full complement of advertisers by opening day.

At Kansas City, the selection of a TV station to originate the Royals TV was made just last week. This follows the action of the ball club in taking over

the handling of its own broadcasting, a trend that is being followed by more and more of the major-league organizations.

Station selected was KBMA-TV, a Kansas City UHF. The Royals also said that a line-up of eight TV stations is in the works.

Schlitz Brewing, through Majestic Advertising, held the Royals right in preceding years.

There were some slight reservations on sales in those areas where hockey and basketball still have a firm midwinter grip, but generally the comments followed the line of "very tickled with the sales picture" and "sales are unbelievably up this year."

NBC-TV will be keeping its hold on
(Text continues on page 44)

Baseball's '72 opening line-up: the money, stations, game sponsors

American League-East

Team	1972 Rights	1971 Rights	Television	Radio	Sponsors & agencies of games only
Baltimore	\$775,000	\$775,000	WJZ-TV 1-4	WBAL 44-60	National Brewing (W. B. Doner) 1/6 of TV, 2/9 of radio; Other TV sponsors to be sold locally. American Oil (D'Arcy-MacManus-Intermarco); Koester Bakery (Doner); Al Packer Ford (Doner); Volvo (Scali, McCabe, Sloves), and Isaac Hamburger & Sons (Torrieri & Myers).
Boston	700,000	700,000	WHDH-TV	WHDH	F&M Schaefer Brewing Co. (BBDO) 1/3 TV; Arco (Needham, Harper & Steers) 1/6 TV; The Boston Herald Traveler (Wm. Haughey Agency) 1/6 TV; Kennedy's Inc., department store (Hawley Advertising) 1/12 TV; General Cigar (Young & Rubicam) 1/12 TV; National Shawmut Bank (Harold Cabot) 1/6 TV. F&M Schaefer Brewing Co. (BBDO); Chrysler-Plymouth Dealers (Young & Rubicam); Shawmut Bank (Harold Cabot); Zayne's department store (Ingalls Associates); Old Colony/Tri-S gasoline (Harold Cabot), all radio participations.
Cleveland	800,000	800,000	WJW-TV	WERE 20	TV sponsors not set. Stroh Brewing (Doyle Dane Bernbach), radio participation, other radio sponsors not set.
Detroit	1,200,000	1,200,000	WJBK-TV 6	WJR 31	Pabst Brewing Co. (Kenyon & Eckhardt) 5/16 TV; Sun Oil (Wm. Esty) 3/16 TV; Lincoln-Mercury Dealers Association (Kenyon & Eckhardt) 1/16 TV; Autolite division of Ford (Kenyon & Eckhardt) 1/16 TV; Pepsi Cola Co. (BBDO) 1/16 TV; Allstate Insurance Co. (Leo Burnett) 1/16 TV; AAA (Stockwell-Marcuse) 1/32 TV; Hygrade Food Products (W. B. Doner) 1/32 TV; 3/16 still open. The Stroh Brewery (Doyle Dane Bernbach); Ziebart auto-truck rust proofing (Meltzer, Aaron & Lemen Inc.); Marathon Oil Co. (Campbell-Ewald); Detroit Bank & Trust Co. (Ross Roy); AAA (Stockwell-Marcuse); Maccabees Mutual Life Insurance (Burton Sohigian Advertising); Armour-Dial, food manufacturers (Foote, Cone & Belding), all radio participations.
New York	1,300,000	1,500,000	WPIX 10	WMCA 32	F&M Schaefer Brewing Co. (BBDO) 1/4 TV; Metropolitan New York Datsun Dealers (Parker Advertising) 3/16 TV; Dr Pepper (Young & Rubicam); Con Edison (Dancer-Fitzgerald-Sample); Avco Financial Services (Bozell & Jacobs); Getty Oil (Delehanty, Kurnit & Geller); Motorcraft (direct), all TV participations, 3/16 TV open. F&M Schaefer Brewing Co. (BBDO) 1/4 radio; Datsun (Parker) 1/8 radio; Doctor Pepper (Young & Rubicam) 1/8 radio; Avco (Bozell & Jacobs) 1/5 radio; Carte Blanche (J. Walter Thompson) 1/16 radio; Good Humor (Ross Roy) 1/16 radio.
Texas	800,000	466,000 (as Washington Senators)	KDTV 13	KRLD 25	Sponsors not set.

American League-West

California	1,000,000	1,000,000	KTLA	KMPC 19	Anheuser-Busch for Busch Beer (Gardner) 1/4 TV; Goodyear Tire & Rubber (Bruce Wert) 1/8 TV; Allstate Insurance (Leo Burnett) 1/8 TV; Autolite division of Ford (Kenyon & Eckhardt) 1/16 TV; Standard Oil of Calif. (BBDO) 1/4 radio; Anheuser-Busch (Gardner for Busch Beer, and D'Arcy Advertising for Budweiser Beer) 1/4 radio; Continental Airlines (Needham, Harper & Steers) 1/4 radio; Datsun (Parker) 1/4 radio.
Chicago	1,000,000	1,400,000	WFLO-TV	WEAW 15	Household Finance Corp. (Needham, Harper & Steers) 1/20 TV; Zenith Radio Distributing Corp. (Interocean Inc.) 1/20 TV; Interlake Inc. (Coordinated Advertising) 1/20 TV; Jay's Foods. (The Lilienfeld Group-Marsteller Inc.) 1/20 TV; Motorola Inc. (Clinton E. Frank) 1/10 TV; Oldsmobile Dealers Association (Stern Walters & Simmons) 3/20 TV; Meister Brau (direct) 1/4 radio; Chicago Area Volkswagen Dealers (direct) 1/4 radio.
Kansas City	650,000	400,000	TBA	KMBC	Sponsors TBA.
Milwaukee	600,000	600,000	WTMJ-TV (regional networks being set.)	WTMJ	Schlitz Brewing (Leo Burnett) 1/3 TV; Union Oil (Leo Burnett) 1/6 TV, and Allstate Insurance (Leo Burnett) 1/6 TV; Schlitz Brewing (Leo Burnett); Oscar Mayer (J. Walter Thompson), and Grass Beverages (Cramer-Kassell), 1 or radio.
Minnesota	850,000	700,000	WTCN-TV	WCCO 145	Midwest Federal Savings & Loan (M. R. Bolin); S. Schmidt & Co. beer (Bates); Autolite division of Ford (Kenyon & Eckhardt) on TV. Midwest Federal also taking 1/3 sponsorship on WCCO and 1/6 sponsorship on radio network.
Oakland	1,000,000	1,000,000	KBHK-TV 2	KEEN 17	Arco (Needham, Harper & Steers), 1/2 radio and TV; Dodge Dealers (BBDO); Mennen Co. (Grey Advertising); Datsun (Parker); Toyota Dealers (Clinton E. Frank); Buick Dealers (Wyman Co.), participating rotating advertisers for TV. Individual stations sell to individual advertisers for radio with exception of ARCO sponsorship. Chevrolet Dealers (Campbell-Ewald) is participating on KEEN, originating radio station.

A. L. totals \$10,675,000 \$10,541,000

Rights figures are BROADCASTING estimates of net prices to teams, after talent, production and line charges if the team packages its own games. Not included in table is NBC's payment for nationally televised games which

this year amount to \$18 million under new four-year contract. Originating stations for TV and radio are listed with number of stations in each network.

National League—East

Team	1972 Rights	1971 Rights	Television	Radio	Sponsors & agencies of games only
Chicago	\$1,000,000	\$1,000,000	WGN-TV	WGN 10	TV sponsors not released. Oak Park Federal Savings & Loan (Connor Sager Associates); Heileman's Brewing Co. (Campbell-Mithun); Metropolitan Buick Dealers of Chicago (Post-Keyes-Gardner); Karoll's Men's Wear (Kalmon/Cohen/Greenbaum); Continental Airlines (Needham, Harper & Steers); Union Oil (Leo Burnett), radio, sold out.
Montreal	600,000	500,000	CBC	Regional networks	TV sponsors not set yet. Steinberg's food chain (direct) 1/16 radio; Les Preyvoyants du Canada, insurance company (Watier Advertising) 1/16 radio.
New York	1,250,000	1,250,00	WOR-TV 4	WHN 30	Rheingold Breweries (Young & Rubicam); Chase Manhattan Bank (Ted Bates); Coca-Cola (McCann-Erickson); General Cigar (Young & Rubicam); Chrysler-Plymouth Dealers (Young & Rubicam); Getty Oil (DKG), all TV participations. Rheingold Breweries (Young & Rubicam) 1/3 radio; Household Finance (Needham, Harper & Steers) 5/18 radio; Chrysler-Plymouth Dealers (Young & Rubicam) 1/6 radio; General Cigar (Young & Rubicam) 1/9 radio; Coca-Cola (McCann-Erickson) 1/9 radio, radio sold out.
Philadelphia	1,500,000	1,500,000	WPHL-TV 3	WCAU 20	Arco (N. W. Ayer); Schmid & Sons Beer (Ted Bates); Girard Bank (Atkin-Knet); Chrysler-Plymouth (Young & Rubicam); Autolite division of Ford (Kenyon & Eckhardt); Toyota (Clinton E. Frank); M. A. Bruder, paint store (Ted Reimeo); Datsun (Parker); all TV participations. Arco (N. W. Ayer); Schmidt (Ted Bates); Chrysler-Plymouth (Young & Rubicam), all radio participations.
Pittsburgh	450,000	450,000	KDKA-TV 2	KDKA 15-25	Iron City Beer (Ketchum, MacLeod & Grove) 1/3 radio and TV; Arco (Needham, Harper & Steers) 1/6 radio and TV. On TV, remaining 1/2 being sold to local participating sponsors. On radio, Chrysler (Young & Rubicam) 1/6; Pittsburgh Plate Glass (Thompson & Associates) 1/6, remaining 1/6 to be sold locally.
St. Louis	800,000	600,000	KSD-TV 20	KMOX 120	Anheuser-Busch (Gardner) 1/4 TV; Sun Oil (Gardner) 1/10 TV; Allstate Insurance (Leo Burnett) 1/10 TV; Steak & Shake (Stassen-Groves) 1/10 TV; American Airlines (Doyle Dane Bernbach) 1/10 TV; Pontiac Dealers (O'Arcy-McManus-Intermarco) 1/10 TV, and Household Finance Corp. (Needham, Harper & Steers) 1/10 TV. Anheuser-Busch (Gardner) 1/3 radio; Sun Oil (Gardner) 1/6 radio; GFC Loan (Post-Keyes-Gardner) 1/6 radio; Famous-Barr stores (direct) 1/12 radio; First National Bank (Gardner) 1/12 radio, and Mizerany Appliance (direct) 1/12 radio.

National League—West

Atlanta	1,000,000	1,000,000	WSB-TV 23	WSB 63	Union 76 (Leo Burnett); Coca-Cola (McCann-Erickson); Pabst Brewing (Kenyon & Eckhardt); Autolite division of Ford (Kenyon & Eckhardt); Delta Air Lines (Burke Dowling Adams); Jim Dandy Co. dog food, corn meal (Henderson); C&S Bank (J. Walter Thompson); Cotton States Insurance (McRae & Bealer); Dairy Queen (Campbell-Mithun); Datsun (Parker); Midas Mufflers (Wells, Rich, Greene); Marietta Dodge (Pat Lynch Etc. Etc.); Six Flags over Georgia (Cargill, Wilson, Acree); Liberty Life Insurance (Burton-Campbell), and Yardman lawn products (Burton-Sohigian), all participating on TV. Union 76, Coca-Cola, Jim Dandy, Delta Air Lines, Dairy Queen and Yardman will also participate on radio with Red Fox chewing tobacco (Tucker-Wayne); Oevone paints (Doe-Anderson); Sterling beer (Burton-Sohigian); General Finance Corp. (Post-Keyes-Gardner); Trust Company Bank (Tucker-Wayne); Gold Kist farmer group (Tucker-Wayne) Cotton States Insurance (McRae & Bealer); Walton Clothes (Henry Sherry Associates); Budweiser (O'Arcy); Dixie Snack Foods (Jack Thrift & Co.); Sears (Gerald Rafshoon); S.S.S. 20-20 eye lotion (Tucker-Wayne); Ben Hyman & Co. (Sam Eckstein), and Orkin exterminating (Kinro).
Cincinnati	1,300,000	1,000,000	WLWT 9	WLW	Burger Brewing (Midland) 1/3 TV; Marathon Oil (Campbell-Ewald) 1/6 TV; Tresler Oil (J. S. Freedman) 1/6 TV. Stroh's Beer (Doyle Dane Bernbach) 7/19 radio; Frisch's Restaurants (Rollman) radio; First National Bank of Cincinnati (Northrich-Stolley) radio; Pepsi-Cola Bottling (Robert Acomb) radio; Conwood Tobacco Corp. (Tucker-Wayne) radio, and Marathon Oil (Campbell-Ewald) radio.
Houston	1,000,000	1,000,000	KPRC-TV 16	KPRC 32	Falstaff Beer (Needham, Harper & Steers) 1/2 radio and TV. Chevrolet (Campbell-Ewald); Texaco (Benton & Bowles), and Coca-Cola (McCann-Erickson) dividing evenly the remainder of radio-TV time.
Los Angeles	1,800,000	1,800,000	KTTV	KFI 10	Union Oil (Leo Burnett) 1/4 radio; Olympia Brewing (Botsford Ketchum) 1/4 radio; Clougherty Packing for Farmer John Meats (Pacific West) 1/4 radio; Toyota Dealers (Clinton E. Frank) 1/4 radio. Each also takes 1/4 participations in TV.
San Diego	710,000	710,000	KCST	KOGO 2	Westgate California Corp. for Land Development (Barnes-Carey) 1/4 radio; Standard Oil of Calif. (BBDO) 1/4 radio; Toyota Dealers (Clinton E. Frank) 1/6 radio. Participating advertisers for TV are Toyota Dealers; Oldsmobile Dealers (Helix); Autolite division of Ford (Kenyon & Eckhardt).
San Francisco	1,100,000	1,100,000	KTVU-TV	KSFO 14	Theodore Hamm Beer (J. Walter Thompson); Chevrolet Motor Division of General Motors (Campbell-Ewald); Standard Oil of Calif. (BBDO); Allstate Insurance (Leo Burnett); Bank of America (O'Arcy); Longs Drug Stores (direct), all rotating participating advertisers for radio. Union Oil (Leo Burnett) 1/4 TV; Toyota Dealers (Clinton E. Frank); Ford Dealers (J. Walter Thompson); Buick Dealers (Wyman), all rotating participating advertisers for TV.
N. L. totals	\$12,510,000	\$11,910,000			
Major league totals	\$23,185,000	\$22,451,000			

WCCO RADIO upsets favored TV again.

Minneapolis-St. Paul (ARB)

WCCO RADIO outscored all four TV entries, capturing 15 out of 16 points of audience leadership, to win the 1971 Twin Cities ARB Invitational Championship.

NATIONAL OBSERVERS CONVINCED

Media analysts from those parts of the nation dominated by TV watched the WCCO RADIO stalwart's fourth consecutive triumph in disbelief. Many threw away their rule books for games played in the Minneapolis-St. Paul ballpark. One is reported to have said: "The ARB record proves it: the Twin Cities market is an impenetrable fortress of radio listenership."

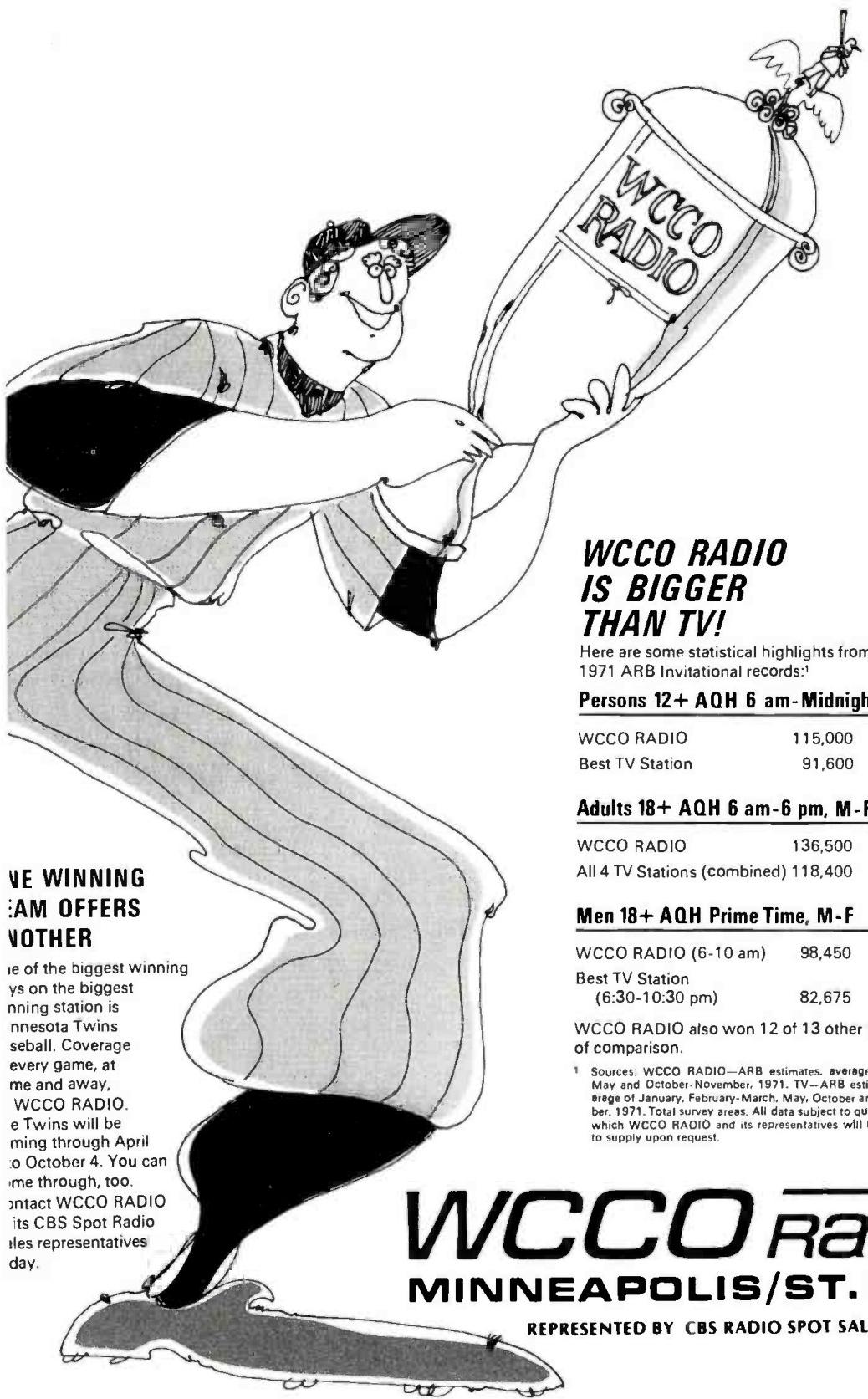
Editor's Note: WCCO RADIO'S overwhelming string of four straight victories in the great Minneapolis-St. Paul marketplace leaves little doubt that this exceptional medium is firmly entrenched in first place—no matter what the outcome of TV vs. Radio in other markets. If you want the best possible market impact, you have to give the nod first to the WCCO RADIO team.

WCCO RADIO sees new audience mark in 1972

During the 1971 season, an average of 440,500 people listened to each Minnesota Twins broadcast on WCCO RADIO. That was the best game cumulative baseball audience in WCCO RADIO's history—surprising since the Twins slipped in the American League standings. What a whopping large and loyal radio audience!

Almost everybody predicts the Twins will do much better in 1972. That means WCCO RADIO should do even better. Better than 440,500 per game!!!!!!

Source for the audience estimates was ARB April-May, 1971, Special Tabulation. Total Survey Area.



**WE WINNING
TEAM OFFERS
NOTHER**

of the biggest winning teams on the biggest winning station is Minnesota Twins baseball. Coverage every game, at home and away, WCCO RADIO. The Twins will be coming through April 10 October 4. You can come through, too. Contact WCCO RADIO its CBS Spot Radio sales representatives day.

**WCCO RADIO
IS BIGGER
THAN TV!**

Here are some statistical highlights from the 1971 ARB Invitational records:¹

Persons 12+ AQH 6 am-Midnight, M-S

WCCO RADIO	115,000
Best TV Station	91,600

Adults 18+ AQH 6 am-6 pm, M-F

WCCO RADIO	136,500
All 4 TV Stations (combined)	118,400

Men 18+ AQH Prime Time, M-F

WCCO RADIO (6-10 am)	98,450
Best TV Station (6:30-10:30 pm)	82,675

WCCO RADIO also won 12 of 13 other points of comparison.

¹ Sources: WCCO RADIO—ARB estimates, average of April-May and October-November, 1971. TV—ARB estimates, average of January, February-March, May, October and November, 1971. Total survey areas. All data subject to qualifications which WCCO RADIO and its representatives will be pleased to supply upon request.

WCCO Radio
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

The Game of the Week series for another four years. Open negotiations for renewal were conducted with all three networks, but NBC, which has telecast the games for the last six years, held an edge with a track record of excellent coverage behind it, according to a spokesman for the baseball commissioner, who termed the agreement a "happy marriage."

The "marriage" was consummated for \$18 million a year, slightly higher than the last contract, which called for a \$52-million payment over a three-year period or about \$17.3 million a year.

Prime-time telecasts, which are gaining an increasingly stronger foothold in sports coverage, are being expanded this year to include 10 Monday evening telecasts (doubled from 1971) and three World Series games (Tuesday, Oct. 17, Wednesday, Oct. 18, and Thursday, Oct. 19).

The first experiment with an evening World Series game, Wednesday, Oct. 13, 1971, garnered the "largest audience ever for baseball," according to NBC, and gained a 34.8 rating and a 54 share of the audience. Nielsen figures showed that the telecast reached 62.3-million viewers in 21.6-million homes.

Coverage of regular-season play begins Saturday, April 8, and will run through Sept. 30. In addition to the World Series and Monday-evening games, 26 Saturday-afternoon contests will be telecast as well as the All-Star game in July from Atlanta (played under the lights for the last two years), and the league division championship playoffs, beginning Saturday, Oct. 7.

Calling the games again this year is the announcing team of Curt Gowdy, Tony Kubek and Sandy Koufax, former Dodger pitcher and newly elected to the Baseball Hall of Fame in Cooperstown.

Advertisers will be paying NBC about the same price as last year for the games. Only the World Series bill has been upped a bit (to between \$80,000 and \$85,000 per commercial minute) because of the added attractiveness of the evening games. Regular Saturday games are tagged at \$20,000; Monday-night games, \$35,000; playoffs, \$40-45,000; and the All-Star game, \$70,000.

Major sponsors signed, so far, include: Gillette (Moorgate), Chrysler Corp. (BBDO), Phillips 66 gasoline (JWT), Sears, Roebuck (Foote, Cone & Belding), Gale Products, outdoor power-equipment manufacturer (D'Arcy-MacManus-Intermarco), Lewis-Howe Co., pharmaceutical manufacturer (Leo Burnett), Association of American Railroads (McCann-Erickson), Shell Oil (Ogilvy & Mather), Kentucky Fried Chicken (Burnett), Uniroyal

Wold gets NL playoffs again

Radio rights to the best-of-five playoff series between Eastern and Western Division winners in the National League have been acquired by Robert Wold Co., Los Angeles. As it did in 1971, Wold again plans to establish an international network of stations to carry the radio coverage of the series that determines the team that will represent the National League in the World Series.

The company's rights do not include home territories of the teams in the playoff series. These areas will be served by the stations carrying the regular season games of the competing teams.

Wold Co. also has acquired rights from WCCO(AM) Minneapolis-St. Paul to handle station clearances, time sales and lines for the 45-station Minnesota Twins regional network (see page 48).

(Doyle Dane Bernbach), Lincoln National Life Insurance (Bonsib), J. B. Williams toiletries (Parkson), Norwich Pharmaceutical (Benton & Bowles) and Allstate Insurance Co. (Burnett).

Following is a city-by-city rundown of the radio-TV plans of each major-league club. Pregame and postgame sponsors are listed in the team capsules; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 40 and 41.

AMERICAN LEAGUE EAST

Baltimore Orioles

WBAL-AM-FM Baltimore will again broadcast all 162 regular-season games in addition to 12 exhibition contests of the American League champions. WBAL-AM-FM will feed a regional network of 50-75 stations serving the Southeast.

Chuck Thompson and Bill O'Donnell will return to call the games, but plans for pregame and postgame shows have not as yet been completed.

WJZ-TV will carry 52 regular-season games and one exhibition. Of the regular season line-up, eight are at home, 44 away, with 27 falling in prime time.

Messrs. Thompson and O'Donnell will rotate on radio and television, doing separate play-by-play, while a third man, John Gordon, will provide color.

There will be a 15-minute pregame show in addition to a five-minute Warmup. Oriole Highlights will be the postgame offering, utilizing a flexible 15-minute to half-hour format. John Kennelly, of WJZ-TV sports, will handle the postgame.

Boston Red Sox

WHDH-AM-FM Boston will continue its long association with the Red Sox (25

years on AM and 23 years on FM) feeding the full schedule (76 day games and 86 night games) plus 17 preseason contests to 47 stations in New England.

Play-by-play will be handled by Ken Coleman and Ned Martin with former Red Sox manager Johnny Pesky doing color. Mr. Coleman will also do 15-minute pregame show, *Dugout Interview* and Don Gillis the other, a five-minute program *Warmup Time*. Either Messrs. Martin or Pesky will host a five-minute postgame program, *Sports Extra*.

The TV coverage of the Red Sox is still uncertain with WHDH-TV Boston slated to begin its 14th year of originating Red Sox games. However, WCVB-TV there is scheduled to take over the channel 5 operation on March 19 as the culmination of the two-year FCC proceeding in which WHDH Inc. was denied its license renewal (BROADCASTING, Feb. 21). The baseball package is not part of the changeover to the new licensee.

With regular season play scheduled to begin April 6, that leaves only two exhibition games that will be definitely on WHDH-TV (March 11th and 18th). The Sox and WHDH-TV had worked up a tentative schedule, calling for coverage of 56 games (41 day and 15 at night) and three exhibition contests.

Play-by-play men on TV are Messrs. Coleman and Martin with Mr. Pesky on color. A five-minute postgame show, *Red Sox Wrap Up* with Mr. Martin had been planned for TV.

Cleveland Indians

WERE(AM) Cleveland, Indians originator for more than two decades, is going into the second year of a three-year agreement with a full 162-game regular-season schedule. The station expects to feed the games to a line-up of 20 or more outlets in Ohio, West Virginia and Pennsylvania. Bob Neal and Herb Score will return to handle announcing chores.

WJW-TV, beginning its final year of a three year contract, will carry 48 games and hopes to feed them to a regional network still in the works. A 15-minute pregame show, *Dugout Interviews*, and a postgame program *Scoreboard*, also 15-minutes, are planned. Former Indian outfielder Rocky Colavito will join Harry Jones as a new TV announcer.

Detroit Tigers

WJR(AM) Detroit, which began Tiger coverage in 1952, broadcasting only night games, begins its second decade with the club with the full 162-game season schedule (98 evening games) as

BASEBALL RECORD BOOKS ARE BEING REWRITTEN IN ATLANTA. BY A SLUGGER, AND BY A STATION.

The excitement is electric each time Hank Aaron of the Atlanta Braves steps to bat. It seems that, for Hank, even Babe Ruth's lifetime home run record is in view.

Baseball history is being made by the Braves in Atlanta stadium. In 1972 alone it will be WSB-TV's ninth straight year as the flagship station for baseball's largest regional television network. In 1971, Braves baseball on WSB-TV had the highest share of audience of any major league

baseball team in any major league market.*

THAT'S POWER.



A Communications Service of Cox Broadcasting Corporation

COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV Atlanta, WHIO AM-FM Dayton, WSOC AM-FM-TV Charlotte, WIOD AM-FM Miami, KTVU-TV Pittsburgh, KTVU San Francisco-Oakland.

*Source: ARB, May 1971 sweep. Audience estimates subject to qualifications available upon request.

well as eight exhibition contests. A regional network of approximately 31 stations in Michigan, Indiana and Ohio is being set up by the Wolverine Broadcast Network.

Ernie Harwell and Ray Lane are the radio announcers—and will also handle a 10-minute pregame show *Tiger Beat* and a 10-minute *Scoreboard* program, respectively. Programs are under half-sponsorship of Household Finance (Needham, Harper & Steers).

The Tigers begin their eighth year of packaging their own TV schedule and WJBK-TV begins its 19th year as originating station this year. The schedule calls for 40 games and possibly one exhibition contest to be fed to five Michigan stations: WKZO-TV Kalamazoo-Grand Rapids, WNEM-TV Bay City-Saginaw-Flint, WJIM-TV Lansing, WWTV-TV Cadillac and WWUP-TV Sault Ste. Marie, plus WSPD-TV Toledo, Ohio.

George Kell and Larry Osterman will return as the announcing team. Mr. Kell and Detroit manager Billy Martin will host a 15-minute pregame program, *Tiger Talk*. A postgame show, with an announcer soon to be named, *Baseball Scoreboard*, is also planned. Station is still negotiating for sponsorship.

New York Yankees

WMCA(AM) New York begins its second year as Yankee originating station, feeding the full slate of regular season games plus 10 exhibition contests to a 32-station hookup in New York, Connecticut and Pennsylvania. The Mayor's Trophy game, played for charity a standing feature over the years between the Yankees and the New York Mets, will also be broadcast on Aug. 24.

The announcing team of Phil Rizzuto, Frank Messer and Bill White will again be heard on both radio and television. Mr. Messer will host a pregame and postgame show on radio.

WPIX-TV continues its long association with the team (21 years) under a new three-year contract. This season the station will cover at least 80 and up to 100 regular season contests, and two preseason games and feed them to a 10-station lineup in New York, Pennsylvania and Connecticut.

Texas Rangers

When owner Robert Short rode out of Washington last fall with his Senators, one of the many plums that awaited him in Arlington, Tex., was radio-TV money nearly double the 1971 rights figure of \$466,000.

The estimated \$800,000 for 1972 has been advanced by the city of Ar-

lington which has delegated the handling of the new Rangers' radio-TV to Broadcast Coordinating Corp., Houston, a subsidiary of Tracy-Locke Inc., Dallas-based agency.

KRLD(AM) Dallas will originate radio coverage of the Rangers for a regional network that numbered 25 stations as of last week.

KDTV(TV), Dallas UHF, will be the key station for a regional television network that may number 13 outlets.

Announcers will be Bill Mercer and Dick Risenhoover along with the former Los Angeles Dodger pitching star, Don Drysdale.

AMERICAN LEAGUE WEST

California Angels

As early as last December, KMPC(AM) was able to announce full sponsorship of play-by-play broadcasts with renewal of all participating sponsors. One, Standard Oil of Calif., is starting its 11th season of Angel baseball on radio. The full 162-game regular season and 18 spring-training contests will be originated by KMPC for 19 other stations on a regional setup. They are: KBIS(AM) Bakersfield, KWTC(AM) Barstow, KXO(AM) El Centro, KNCS(AM) Hanford, KCHV(AM) Coachella, KAFL(AM) Lancaster, KSFE(AM) Needles, KPSI(AM)

One gauge of baseball TV

How good are the ratings for telecasts of baseball? The Cox Broadcasting Corp. research department for its WSB-TV Atlanta did an analysis of the May 1971 ARB sweep, taken at a time when all the teams are just out of the gate and interest is at a relatively even level in each of the major-league cities.

Here's one part of what James A. Landon, Cox research director, announced last month:

	Share
Atlanta Braves on WSB-TV	66
Detroit Tigers on WJBK-TV	63
Pittsburgh Pirates on KDKA-TV	62
San Francisco Giants on KTVU(TV)	62
Boston Red Sox on WHDH-TV	61
Kansas City Royals on KMBC-TV	60
Houston Astros on KTRK-TV	59
Minnesota Twins on WTCN-TV	58
St. Louis Cardinals on KSD-TV	58
Milwaukee Brewers on WTMJ-TV	55
Cincinnati Reds on WLWT(TV)	54
Baltimore Orioles on WJZ-TV	50
Los Angeles Dodgers on KTTV(TV)	47
Chicago Cubs on WGN-TV	46
Washington Senators on WTOP-TV	42
Cleveland Indians on WJW-TV	35
California Angels on KTLA(TV)	34
New York Mets on WOR-TV	29
Philadelphia Phillies on WPHL-TV	24
Oakland A's on KBHK-TV	22
New York Yankees on WPIX-TV	8
Chicago White Sox on WFLD-TV	8
No data on San Diego Padres and Montreal Expos.	
Source: May 1971 ARB	

Palm Springs, KPRL(AM) Porterville, KPRO(AM) Riverside, KATY(AM) San Luis Obispo, KGUD-AM-FM Santa Barbara, KSMA(AM) Santa Maria, all California; KLAV(AM) Las Vegas, Nev.; KFBR(AM) Nogales, KTUC(AM) Tucson, KVOY(AM) Yuma, KXT-C-FM Phoenix, all Arizona.

Angel Warmup and *Angel Report* will be carried as pregame and post-game shows, sponsored by Bank of America (Grey Advertising), American Bakeries for Langendorf bread (through A/Media Ltd.); Vons Grocery Co., (Honig-Cooper & Harrington). *Angel's Hotline*, a pregame two-way telephone show, will have Sears-Roebuck as a part sponsor (Star Advertising); and Kentucky Fried Chicken, (Sachs, Finley & Kaye), as a rotating spot advertiser.

On TV, the Angels will be with KTLA for the ninth consecutive season. A total of 30 telecasts are scheduled, all road games, with four games from Palm Springs during spring training. Dick Enberg and Don Wells will handle announcing responsibilities on both radio and TV.

There will be a pregame half-hour show with Dick Enberg and Harry Dalton, new general manager of the team. The postgame show will be to fill to the quarter hour and will consist of highlights of the game, standings and scores. Pregame and postgame sponsors on TV are Household Finance (Needham, Harper & Steers), one-third; Fuller Paints (Dailey & Associates), one-third; with one-third left open for spot participations.

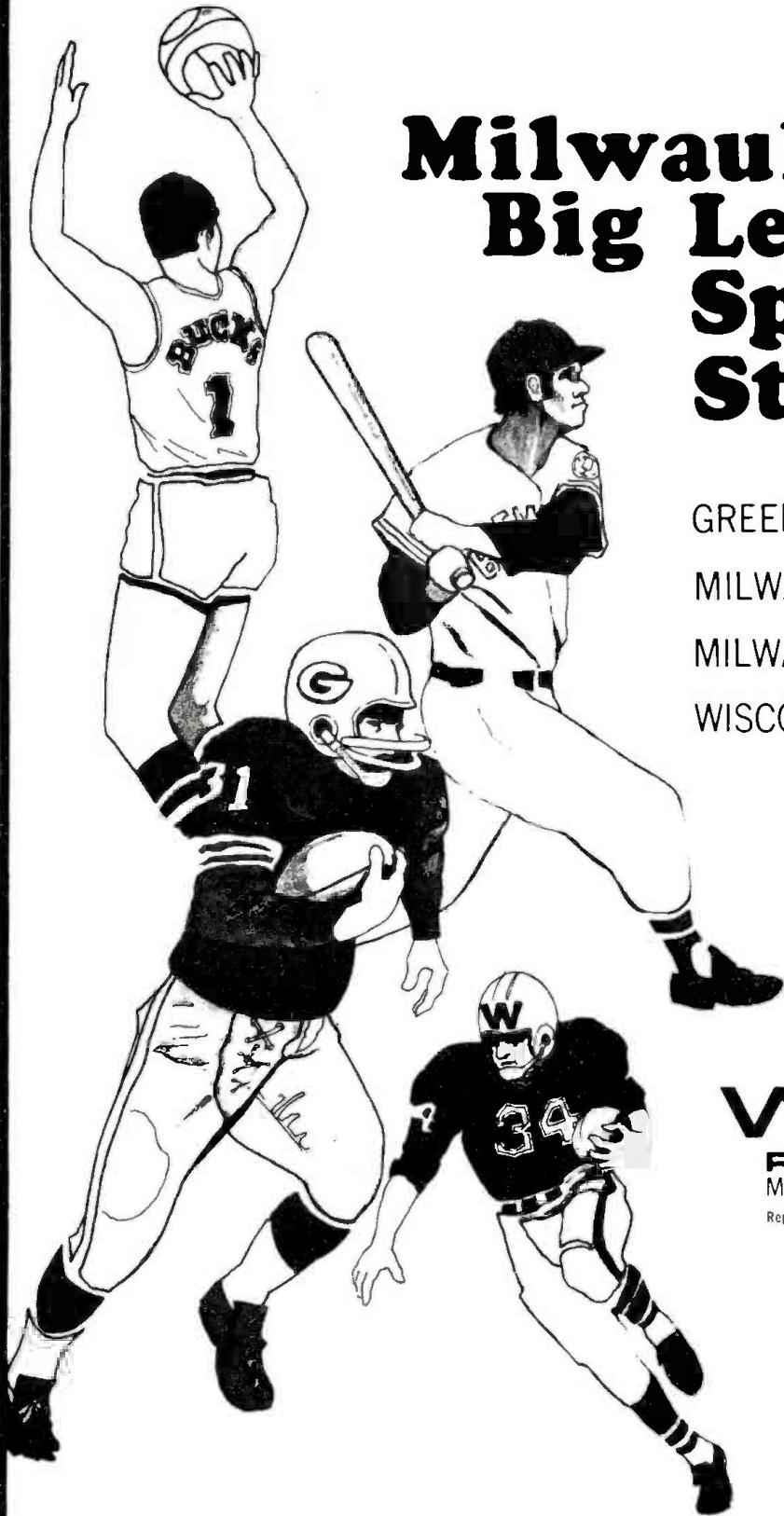
Chicago White Sox

Plans of WEAW-FM Evanston, Ill., in its second season as White Sox originator, are virtually a carbon copy of last year's coverage—a full schedule of regular season play (162 games) plus a dozen preseason contests. About 15 AM and FM stations (five more than last year) in Illinois, Wisconsin and Indiana are to pick up the feeds.

Returning play-by-play commentators, Harry Caray and Ralph Faucher, will also handle a 15-minute pregame *Dugout* series and a 15-minute post-game *Scoreboard* program, respectively. Sponsorship for both shows has not been announced.

Starting its last year of a five-year agreement, UHF station WFLD-TV Chicago, is the sole carrier of 129 regular season contests, of which 62 will be played under the lights. Jack Drees will be on play-by-play and Bud Kelly will handle color.

A 15-minute pregame show, *On Deck Circle* and a between-games program (on doubleheader days), *Baseball Re-*



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port, are planned. Both shows will be under the sponsorship of Style Home Builders Inc. (Rocklin Irving & Associates). Also on tap, when time permits, is a postgame show, *Wrap-Up*.

Kansas City Royals

KMBZ(AM) Kansas City, Mo., will again provide coverage of the 1972 Royals baseball, but this will be the first year the ball club will package the radio and TV. Schlitz Brewing, through Majestic Advertising, handled the Royals in preceding seasons. KMBZ will present all 162 regular-season games in addition to 13 exhibition contests. The games will be fed to a regional network of 50-60 stations, nearly 20 more than last year.

Two pregame shows will be offered in the package: a five-minute *Bob Lemon Show*, featuring the Royals coach, and a 10-minute *Warmup* interview program. *Scoreboard* and *Player of the Day* will be the package's 10-minute postgame offering.

Announcers for the games will be Buddy Blattner and Dennis Matthews, hired by the Royals to share color and play-by-play duties.

Sponsors for the pregame and post-game shows have not been released, as

plans for the KMBZ broadcasts themselves were just finalized. Spokesman for the ball club, however, said that one-half the sponsorships have been sold.

On the TV side, the Royals last week announced that KMBA-TV Kansas City UHF, would originate TV coverage for an eight station regional network. The club said it has assembled package of 26 regular season games for telecast (24 road, two home; 16 in prime time). The games, it said, would be carried through the Hughes Sports Network. Pregame and postgame shows would be offered at each station's discretion.

Milwaukee Brewers

WTMJ-AM-FM-TV Milwaukee will again cover the Brewers. The package to be carried by the stations is being put together by the broadcast division of the Schlitz Brewing Co. It includes 33 colorcasts of regular season games (19 in prime time) and the full 162 regular season and 10 exhibition games on radio.

A decision on pregame and postgame shows scheduled for television is to be made by WTMJ-TV.

On radio, there will be two pregame

shows: the *Dave Bristol Show*, a five-minute program sponsored by the Yellow Pages (Cramer-Krasselt), and *Dugout Doings*, a 10-minute interview show featuring announcer Merle Harmon. Following the game there will be a 10-minute wrapup, *Tom Collins Scoreboard*, featuring the star of the game, with Mr. Collins also providing final scores of other games. Salerno Cookies (Scott & Scott) and Raabe Paint Co. (direct) will sponsor both the *Dugout* and *Collins* shows.

Game announcers on radio will be Messrs. Collins and Harmon. Mr. Harmon will be teaming with color man Bob Ucker on television.

Minnesota Twins

WCCO(AM) Minneapolis-St. Paul will again handle radio coverage of the Twins under an arrangement with Midwest Federal Savings & Loan Association, holder of the team's radio-TV rights. Four exhibitions and the regular 162-game season schedule will be broadcast by WCCO.

In turn, Robert Wold Co., Los Angeles has arranged a 45-station regional network for the games with Wold selling one-half of the play-by-play to network advertisers the remaining time, includ-

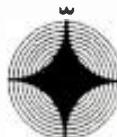
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- The East-West Football Classic. We packaged it.
- The program lines and related services for 1,300 individual events in behalf of 32 broadcaster clients. Included in 1972, several major league baseball schedules.

RWC is already the West's major supplier of special services to sports and radio.



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ing pregame and postgame participations being sold locally by affiliated stations.

Midwest Federal also is taking one-third of the sponsorship on WCCO and one-sixth on the regional radio network.

Announcers on radio will be Ray Christensen and Herb Carneal with Halsey Hall on the color.

WCCO plans a pregame *Bill Rigney Show*, a *Fan in The Stands* program prior to home games, a pregame *Herb Carneal Show* and a postgame *Scoreboard report*.

Sponsors for these peripheral programs as well as some of the play-by-play are Midwest Federal, Western Air Lines (BBDO), RCA distributor F. C. Hayer Co., S & M Co. tire distributor, Fisher Nut Co., Cloverleaf Dairy, A. A. Kindem & Sons building materials and Gannon's restaurant.

WTCA-TV Minneapolis-St. Paul plans to cover 50 home and road games. Regional TV network plans have not yet been announced. In past years, sponsors buying WTCA-TV got the network as a bonus.

TV announcers will be Lynn Faris, who formerly did baseball in Kansas City, and Frank Buetel.

WTCA-TV is working on a half-hour of pregame shows and a postgame scoreboard program.

Oakland Athletics

Atlantic Richfield Co., through Needham, Harper & Steers, owns broadcast rights to the Athletics games. This is the last year of a five-year contract.

This year for first time, however, KEEN(AM) San Jose, Calif., some 50 miles south, is originating station for the radio broadcasts. KEEN, which was not part of the regional network last season, begins pickups on March 9 from Mesa, Ariz. In all, the station will feed 26 preseason and 162 regular-season games to 25 stations that are expected to be feeds as part of a regional network. But to date only 18 stations have committed themselves.

They are: KEST(AM) San Francisco, KKIS(AM) Pittsburgh, KPER-FM Gilroy, KIDD(AM) Monterey, KSRO(AM) Santa Rosa, KWG(AM) Stockton, KPOP(AM) Roseville, KPIP(FM) Roseville, KQMS(AM) Redding, KCEY(AM) Turlock, KTIM-AM-FM San Rafael, KBLC(AM) Lakeport, KNCR(AM) Fortuna, KUBA(AM) Yuba City, KIRV(AM) Fresno, all California, and KBET(AM) Reno.

Atlantic Richfield is the prime advertiser. Other advertisers will be picked up individually on spot basis by stations down the line. There will be 10-minute pregame and postgame shows on radio, again with advertisers sold station by station. KEEN, for example, has sold a

KEEN expects baseball to boost C&W audience

KEEN(AM) San Jose, Calif., a first-time baseball station this season, sees a decided advantage in devoting some three hours of air time a day to play-by-play coverage over a six-month period. As originating station for at least an 18-station Oakland Athletics network, KEEN is committed to carrying a minimum of 188 games. Won't this kind of extensive schedule play havoc with the station's format?

"It's worth the risk," said station Manager Len C. Smith. "We hope we don't lose too much of our regular audience." On the other hand, KEEN expects to attract a considerable amount of new listeners to its modern country music format. "We think with the major league baseball broadcasts we're going to get a lot of people tuning in who will give another listen to country music." And, he predicted, baseball "will add many thousands of dollars to our gross this year."

pregame show to Occidental Petroleum's Land Department (McElroy Advertising.)

KBHK-TV San Francisco, UHF, is again handling TV coverage. It will televise 25 regular-season road games, all in color. KTVN(TV) Reno and KOVR(TV) Stockton-Sacramento will pickup the telecasts as part of a modest regional network.

There will be a *Dugout Interviews* pregame show and an *A's Today*, pre-pregame program. Bay Area Buick Dealers, (The Wyman Co.), have a piece of the pregame show. There will be no postgame program on TV.

Monte Moore and Jim Woods announce the play-by-play and do color on both radio and TV.

NATIONAL LEAGUE EAST

Chicago Cubs

WGN(AM) Chicago will begin its 15th year as Cubs originator feeding all 162 regular-season games and 10 exhibition contests to an expected 10-station regional hookup in Ohio, Illinois and Indiana.

Vince Lloyd and Lou Boudreau will be back to handle announcing chores with Mr. Boudreau also hosting two pregame shows, *Durocher in the Dugout*, (five-minutes) and *Lead-Off Man*, (15-minutes). Half-sponsorship of programs has been purchased by Seno & Sons, formal-wear rental firm (Bud Salk Associates). Also planned, with

Mr. Lloyd as host, is a postgame *Scoreboard* show (15 minutes). Sponsorship is divided equally between Cotter & Co. pin and plumbing accessories manufacturer (Home Products Marketing Associates) and AAMCO auto transmissions (A. J. Rosenthal & Co.).

Television schedule on WGN-TV Chicago has not been released but a station spokesman said the station expects to carry about 140 games. Jack Brickhouse and Jim West are the announcers. A 15-minute pregame show with Mr. West, *Lead-Off Man*, is planned as well as a postgame show, *Tenth Inning*, hosted by Mr. Brickhouse.

Montreal Expos

Radio lineup for Expos games this season has expanded to include 23 French-language stations, (more than doubling last year's coverage) all in Quebec province and nine English-language stations (two in Quebec and nine in Ontario) as well as some stations in the U.S. (So far, four stations will carry the games in Vermont and New York).

Stations will pick up the full schedule and two exhibition games fed to the French network through CKAC(AM) Montreal and to the English network through CFCH(AM) Montreal.

Announcers on the English side are Dave Van Horne and Russ Taylor and on the French, Jacques Doucet and Jean Pierre Roy. Both networks are preparing their own pregame and post-game programs.

The Canadian Broadcasting Corp., has added one more game to its coverage (23) this season and will feed them to a 43-station English-language hookup in all 10 Canadian provinces as well as a 14-station French lineup, primarily in Quebec. Telecasts will be in both French and English with Guy Ferron handling play-by-play and Jean Pierre Roy color, on the French side, and Dave Van Horne on play-by-play and a color man, to be announced, on the English commentary.

New York Mets

WHN(AM) New York returns this year as the Mets originating station under a new three-year agreement after a five-year hiatus. The club's games were carried by WJRZ(AM) Hackensack, N.J. (now WWDJ(AM)) since 1967. The station will feed 143 regular-season games plus 15 preseasont contests to more than 30 outlets in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida. Sponsorship has been sold out since Dec. 21, 1971.

Lindsay Nelson, Bob Murphy and

Ralph Kiner will return to handle the radio and TV announcing. A pregame radio show is in the works as well as a postgame program with Bill Mazer, WHN sports director and Al Albert, his assistant. Sponsorship is half sold.

WOR-TV New York will begin its 10th year of Mets coverage with a 117 regular-season-game and three preseason-game schedule. Rheingold Breweries, which owns the TV rights, expects to set up a three- or four-station regional hookup in New York and possibly Pennsylvania. No pregame program is planned although a postgame show for away games is a possibility.

Philadelphia Phillies

WCAU(AM) Philadelphia will start its fifth year as Phillies originator under the second year of a three-year contract. The station is slated to pick up the full regular-season schedule as well as 20 preseason contests. Regional hookup has not been finalized but approximately 20 stations in Pennsylvania, and possibly New Jersey and Delaware are expected to pick up the feeds.

The Frank Lucchesi Show and *Star of the Game*, pregame and postgame shows, both 10 minutes, are also planned. Play-by-play announcers Byram Saam and Harry Kalas return with Richie Ashburn on color.

On the television side, UHF station WPHL-TV Philadelphia will begin its second season with the Phillies and will feed 68 regular-season games (50 on the road) and two exhibition contests to a three-station network in Pennsylvania: WGAL-TV Lancaster, WLYH-TV Lancaster-Lebanon and WNEP-TV Scranton-Wilkes-Barre.

Radio announcers will double on the television play-by-play. A three-part pregame program, *Baseball Today*, will include segments entitled "The Bill Webber Show" (seven and a half minutes) directed towards youngsters; "Baseball for the Better ½" (seven and a half minutes) with Dorie Lenz and directed towards women; and a 10-minute program from the field with either Mr. Ashburn or Mr. Kalas. Also, on Sunday home games, *The Frank Lucchesi Show* will be featured. *The 10th Inning* with Al Meltzer will follow all games with scores and taped highlights.

Pittsburgh Pirates

In the second year of a three-year contract, KDKA(AM) Pittsburgh will carry the full 1972 Pirates 162 regular-season games and 15 exhibition contests.

Bob Prince and Nellie King will return to share play-by-play chores, feed-



The Minnesota Twins are setting up their training camp in Florida, but back home the men behind the men behind the mike for the club last week were finishing their plans for 1972. The discussion involved (l-r) Harold W. Greenwood Jr., president of the Midwest Federal Savings & Loan Association, holder of Twins' broadcast rights; Mike Bolin, president of M. R. Bolin Inc., Midwest's agency, and Phil Lewis, general manager of WCCO(AM) Minneapolis-St. Paul, which will cover the Twins' games. The team's television will be originated by WTCN-TV.

ing a regional network of 15-20 stations.

In addition, there will be a 10-minute pregame and postgame show. Announcers for these are not set and sponsors have not been finalized.

KDKA-TV will be back again to handle TV for the 1971 World Champions. An unspecified number of games will be fed to two other stations in the region.

Messrs. Prince and King will also handle the TV announcing.

St. Louis Cardinals

KNOX(AM) St. Louis will again provide coverage of the St. Louis Cardinals 1972 schedule. The station will feed a 120-station regional network serving 12-14 states. The package—along with one for television—is once again being put together by the club's owner, Anheuser-Busch.

On the radio side, 162 regular-season and 16 exhibition games will be broadcast. The radio package also includes one pregame and two postgame shows: *Dugout Interview* (10 minutes), *Cardinal Scoreboard* (five minutes, post-

game) and *Star of the Game* (5-10 minutes, postgame). In addition, KMOX is providing its own 10-minute pregame *Mike Shannon Show* which is being sold locally.

Sponsors for the shows are LaClete Gas Co. (D'Arcy-MacManus-Intermarco); Jefferson Savings & Loan (Walsh); Hamilton Jewelers (direct); St. John's Bank (direct); Firestone dealers (direct); Chevrolet (Campbell-Ewald); Central Auto Air Conditioners (direct); Mizerany Appliances (direct); Boatmans Bancshares (Batz-Hodgson-Neuwoehner); Wolff's Clothing (Gerald Deppe), and B. F. Goodrich dealers (direct). Other sponsors are: Sun Oil (Gardner); Six Flags Over Texas (Winius Brandon); and Krey Packing Co. (D'Arcy).

Radio announcers will be Jack Buck doing play-by-play and Mike Shannon on color.

KSD-TV St. Louis will originate the television coverage of the Cardinals, feeding a regional network of approximately 20 stations. 25 regular-season road games and one exhibition contest will be colorcast.

Jack Buck will share TV announcing chores with another network sports-caster who has not yet been named. Jay Randolph, KSD-TV sports director, will handle the pre- and postgame shows that include: the *Dugout Show*, 15-minute to half-hour pregame interview; *Star of the Game* and *Scoreboard*, post-game shows of flexible length.

American Airlines (Doyle Dane Bernbach) and Household Finance Corp. (Needham, Harper & Steers) will co-sponsor the three programs.

NATIONAL LEAGUE WEST

Atlanta Braves

WSB-AM-TV Atlanta will be going into its seventh year of originating coverage of the Braves. A radio network of 63 stations will be fed 162 regular season and 10 preseason games. WSB-TV will be the key station for a regional TV hookup for 20 games (10 in prime time and the other 10 on Sundays).

Back again to handle the radio-TV play-by-play will be Milo Hamilton and Ernie Johnson.

As of last week, plans for pregame and postgame shows had not been made.

The Atlanta Braves handle all game and media details on their own, packaging advertisers and contracting with the WSB stations to be originating outlets.

Jack Carlin, who has been the business manager of the Braves since 1966, this winter was appointed director of broadcast operations for the club.

Cincinnati Reds

WLW(AM) Cincinnati, for the second straight year, will be the key station for a regional radio network packaged by the Reds. Coverage will include 162 regular-season games and 20 exhibitions.

Announcers for radio will be Al Michaels, handling play-by-play, and Joe Nuxhall on color. They will also share chores on the 10-minute pre- and postgame shows: *The Main Spark*, interview show with Mr. Michaels and featuring the Reds' manager, Sparky Anderson, and *Turf Side*, with Mr. Nuxhall and featuring a baseball personality, make up the pregame lineup. *Star of the Game*, with Mr. Nuxhall, and *Scores and Comments* wrap-up, with Mr. Michaels, comprise the postgame.

Sponsors lined up thus far for the shows include: *Main Spark*: B. F. Goodrich (Ed Bartlett Advertising Services); *Turf Side*: Midwest Volkswagen (Kight-Cowman-Abram); Blue Cross/Blue Shield (Oppenheim/Herring, Hausen/Clarke); *Star*: *Cincinnati Enquirer* (Stockton-West-Burkhardt), Hader Hardware Stores (Bender Adv.); *Scores*: Dodge dealers (BBDO), Devoe Paint (Doe-Anderson). Other pregame and postgame sponsors are American Dairy Association of Cincinnati (Midland Adv.), Miami Margarine (Ralph Jones), Ohio National Life Insurance (Northlich-Stolley), Burkhardt's Men's Stores (J. S. Freedman) and Fast-Foto (Northlich-Stolley).

A 10-minute radio *Redset Report* will be broadcast during the exhibition season sponsored by Admiral Appliances (J. S. Freedman). Messrs. Michaels and Nuxhall will handle.

WLWT(TV) Cincinnati will again provide coverage for the 1972 Cincinnati Reds schedule. In the second year of a three-year contract with the club, the station will colorcast 35 regular-season games and one exhibition contest. The game will be fed to nine-station regional network.

Tom Hedrick will do the TV play-by-play while baseball Hall of Fame member Waite Hoyt will provide the color and host a pregame show. A postgame *Scoreboard* will be presented weekends.

Houston Astros

For the first time, KPRC-AM-TV Houston will originate both the radio and TV coverage of the Houston Astros. The AM will broadcast all 162 regular-season games and 18 exhibition contests on a 32-station regional network.

The package is again being put together by the Houston Sports Association, a subsidiary of the baseball club.

On the TV side, KPRC-TV will be the key for 16 regular-season games on a 16-station regional network.

Doing double duty for the simulcast radio-TV coverage will be Gene Elston, Loel Passe and Bill Ennis, who will provide both color and play-by-play.

A 10-minute *Pregame Show* and a 15-minute *Postgame Show* are scheduled with host responsibilities shared by Messrs. Elston, Passe and Ennis. Sponsors for the programs have not been announced.

Los Angeles Dodgers

The Dodgers organization, perhaps the most efficient operation in baseball, own the rights and package and produce the play-by-play radio broadcasts and telecasts. The Dodgers, who buy time and deliver the show to stations, move into their 14th season with KTTV(TV) Los Angeles and 13th season with KFI(AM) Los Angeles.

All spring-training and regular-season games will be carried on KFI and the dodgers radio network of 10 other stations. KWKW(AM) Pasadena, Calif., Spanish-language station, will cover the games in Spanish, as well. Stations on the network, all of them AM, are: KROP Brawley, KUHL Santa Maria, KREO Indio, KTMS Santa Barbara, KGEO Bakersfield, KYOR Blythe, KVEC San Luis Obispo, all California; KTAR Phoenix, KOPO Tucson, both Arizona; KORK Las Vegas, Nev.

A total of 25 road games will be carried in color on KTTV, 22 of them regular-season contests and three pre-season games. Included in this total are every Sunday game on the road (14 of them) and all games played in San Francisco. First telecast is March 12 from Vero Beach, Fla.

Vin Scully and Jerry Doggett continue as the Dodgers announcers on both radio and TV. *Scully's Warmup*

and *Scully's Scoreboard* are titles of pregame and postgame shows on radio-TV, with Pepsi-Cola Bottling Co. of Los Angeles (Brown Clark Elkus & Moses) and Knudsen Corp. (Grey Advertising), on behalf of its dairy products, sponsoring a portion of these programs.

San Diego Padres

The Padres control its own broadcast rights. Coverage of games has been placed on KCST(TV) for the third year and on KOGO(AM) for the fourth year. The Padres organization has responsibility for line costs, travel expenses and sales. A full slate of 162 regular-season games will be carried on radio plus 16 exhibition games starting March 19.

Radio announcers will be Bob Chandler, formerly sports director of KCST, and Jerry Coleman, making a shift from KTLA(TV) Los Angeles, where he did the Angels postgame show. Regional network for radio is difficult because of San Diego's geographical situation and Los Angeles territorial rights. Only direction available is East, where KICO(AM) Calexico, Calif., will take KOGO's feed. KBLU(AM) Yuma, Ariz., also will pick up some but not all of the broadcasts.

Colgate-Palmolive Co. (Pace Management) is sponsoring a 15-minute pregame show on radio, while Pepsi-Cola Bottlers (Knoth & Meads Co.), is the advertiser on the 15-minute post-game *Dugout Show*.

TV plans call for coverage of nine games from Los Angeles and nine games from San Francisco, all in the regular season and all in color. Currently there also are thoughts of covering two preseasong games on TV. There may be a pregame show, but apparently there will be no postgame program. Sid Gilman, former coach of San Diego Chargers football team, is set as color announcer on the telecasts but his as-

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sociates have not yet been named. It's likely that the Chandler-Coleman radio team also will be on TV.

San Francisco Giants

KSFO(AM), moving into its 15th year with Giants baseball, will cover 10 pre-season and 162 regular season games.

There will be 14 other AM stations on a regional radio network including KCNO Alturas, KHSL Chico, KPLY Crescent City, KINS Eureka, KDAC Ft. Bragg, KMJ Fresno, KBEE Modesto, KWST Mt. Shasta, KCVC Redding, KOH Reno, KFBK Sacramento, KTOM Salinas, KUKI Ukiah and KSYC Yreka, all in California, plus KOH Reno, Nev.

There will be *Giants Warmup* and *Giants Clubhouse* pre and postgame shows with American Bakeries Co., Chicago, for Langendorf bread (A/Media, Ltd.), Western Airlines International (BBDO), and Roos/Atkins Inc., San Francisco (Argonaut & Associates), as rotating advertisers for these 15-minute programs.

KTVU(tv) Oakland-San Francisco, in the third year of a six-year contract with the Giants (but beginning its 12th year of coverage), will carry three pre-season games and 17 regular-season games for a total of 20 telecasts. All coverage will be of road games, starting March 12 from Phoenix.

Highlight of pre-season schedule is a March 26 telecast from Honolulu where the Giants will play Lotte Orions, a touring team from Japan. Game will be carried live via satellite and using facilities of the Hughes Sports Network.

Lon Simmons and Bill Thompson continue calling the Giants on both radio and TV. There will be no pre-game or postgame shows on TV. For first time this season KTVU will make use of slow motion instant replays for its baseball coverage.

(This special report was principally written by Frederick M. Fitzgerald, senior editor, with assistance from Morris Gelman, contributing editor, Hollywood; Helen Manasian, assistant editor, New York, and Clara M. Biondi, staff writer, Washington.)

Equipment & Engineering

Now it's a zoning board

FCC is asked to prevent Sears's Chicago tower from interfering with TV

A Chicago citizen group, worried about possible interference to television signals in the city, has asked the FCC to "assume jurisdiction" over what is destined to be the world's tallest building—Sears, Roebuck & Co.'s Sears Tower.

The Illinois Citizens Committee for Broadcasting said that in proceeding with construction of the tower, Sears is violating the First Amendment rights of area residents, the Communications Act, the rules, regulations and licenses of the FCC, the license obligations of the area stations, and the complainants' rights.

It asks the commission to investigate the interference problem the committee says will be caused and propose a remedy. It also asks the commission to direct Sears to halt construction "until it has taken all actions necessary to protect the rights of complainants and those they represent to an adequate signal."

Five of Chicago's nine television stations beam their signals from the an-

tennas atop the 1,107-foot, 100-story John Hancock building. When completed, Sears Tower will rise to a height of 1,450 feet. And the ICCB says that it will cause TV interference in an area where over a million people live.

The ICCB claims to represent all Chicago viewers and the city's television stations, although not with the stations' authorization. Nine of the stations, which have been consulting with Sears in an effort to solve the interference problem, have specifically informed the committee it was on its own in seeking relief from the commission.

The stations involved, in a letter telling the committee it was on its own, contended that the commission lacks authority to act in the matter. And commission officials, who regarded the petition as highly unusual, agreed with the stations' assessment. However, the matter will be brought to the commission's attention.

The committee in November had urged the stations to ask the commission to "protect the quality of television signals by assuming jurisdiction" and taking all possible steps to protect television communication in the area.

Sears and the Chicago stations have been searching for a solution to the possible ghosting problem for the past 18 months. And last week, Sears issued a statement asserting that "a substantial